

In June 2002 USAID/Southern Africa established the Southern Africa Global Competitiveness Hub (Trade Hub) in Gaborone, Botswana, in response to President Bush's Trade for African Development and Enterprise (TRADE) Initiative.

The Southern Africa Hub in Gaborone was the first of the regional Hubs. Other Hubs have since been established in Nairobi, Kenya, Accra, Ghana, and Dakar, Senegal. Under a new four-year contract, the Trade Hub provides services in three distinct but interrelated areas: Trade Facilitation and Capacity Building, Trade Competitiveness and AGOA.

## Objectives of the Trade Hub

The Trade Hub helps Southern Africa to take full advantage of the increased trading opportunities available through duty free access to the US economy under the African Growth and Opportunity Act (AGOA). The Trade Hub works to:

- Strengthen the enabling environment for African businesses;
  - Build African capacity for trade policy formulation and implementation; and
  - Bring together American and African businesses;
  - Enhance the competitiveness of African products and services;
  - Expand the role that trade can play in African poverty reduction strategies;
  - Improve the delivery of public services supporting trade.
- The Trade Hub provides technical assistance, facilitation and outreach on a demand driven basis



# RECENT TRADE HUB SUCCESSES

In 2002 the Southern Africa Global Competitiveness Hub (Trade Hub) was created in response to President Bush's Trade for African Development and Enterprise (TRADE) Initiative.

The Trade Hub has since assisted several governments to improve the business environment and has helped numerous companies to establish export markets in the United States.



[www.satradehub.org](http://www.satradehub.org)

**Unit 4, Plot 40**  
**Gaborone International Commerce Park**  
**Gaborone**  
**Botswana**  
**Phone +267 3900884**  
**Fax +267 3901027**  
**e-mail [info@satradehub.org](mailto:info@satradehub.org)**

## **Liberalizing the Botswana Beef and Cattle Sector for Economic Growth**

as a result of the USAID Trade Hub's technical work and continued support to cattle producers lobbying for changes to Botswana's beef export policies, in December 2005 the Botswana Meat Commission (BMC) increased the prices that it pays to producers by an average of 40 percent.



## **Bringing Down Trade Barriers**

Interregional trade has increased by between \$1.1 and \$1.4 million per year since a South African cut from property and pest issues.



and determining necessary infrastructure, policy and process improvements as it assesses the time elapsed at each stop in the cargo release process. As a result of the successful experience in Malawi, a TRS, supported by the Trade Hub and WCO, is currently being carried out in Mozambique. Zambian authorities have also expressed their interest in undertaking a similar study.

**Holding Knowledge for Trade and Competitiveness**

The Trade Hub has produced a series of five 15-minute educational films that will be used in dialogue and outreach activities in the region. The films tackle a range of trade-related issues relevant to the region, and encourage increased dialogue on these issues to enable governments and the private sector to take the necessary steps to become more competitive.



## Creating Regional Value Chains

As a result of sourcing assistance provided by the Southern Africa Hub, Lesotho will export \$1.2 million per year of yarn to a South African textile manufacturer, thereby allowing the manufacturer to continue to export to the United States under AGOA after September 2007. A major challenge for Southern Africa is the impending expiration of



## Freeing Up Trade Through Harmonized Customs Documentation

**The Single Administrative Document (SAD 500):** More than a dozen customs forms have been reduced to a single customs form along the Trans-Kalahari Corridor that cuts across Namibia, Botswana, and South Africa, significantly reducing the cost of moving goods along regional frontiers. With Trade Hub technical assistance, the SAD 500 is being rolled out to the major corridors throughout the region, starting with the Maputo Corridor that runs through South Africa and Mozambique.



## **Facilitating the First Customs Time Release Study in Southern Africa**

The Trade Hub, in partnership with the World Customs Organization (WCO), facilitated the design, execution and completion of a Time Release Study (TRS) for Malawi. A TRS is an effective diagnostic tool for identifying inefficiencies in the customs clearance process

